

# American Association of Nurserymen

The "Green Survival" national marketing program of the American Association of Nurserymen was but one of some 200 activities of the group this past year. In a report at this year's 96th annual convention at Dallas, Tex., plans for a second such kit were announced.

The original kit contains advertising material and published helps which aid the individual retailer fit readily into the environmental pace of the '70s.

Outgoing AAN president, Harold R. Nickel, looks on the year-old program as an opportunity "to help America." "Green survival," he told members, is the nursery industry's own program for improving the environment, offering better air to breathe, more beauty to see, and conservation of land from erosion with plantings of trees and shrubs. "We have a great obligation here," he said, adding that "We also have a great contribution to make."

Among activities of what has to be among the most forward programs of an association in the nation was membership recruitment. It has climbed to 1863, a net increase of 520 in the past 5½ years.

Legislative activities, according to the staff report, included preparation of 20 separate pieces of testimony for both senators and congressmen. These included data for forest service appropriations, forest management, wage-hour legislation,

pesticides legislation, Washington Youth Gardens appropriations, postal rate revisions, patent legislation, and others.

Another significant activity was in the field of transportation. A nationwide transportation survey was made of AAN members to offer a better understanding of legislative needs of the group. The association staff and members helped force cancellation of a proposed surcharge on parcel post parcels over certain dimensions. This, the report stated, forestalled action by the trucking industry to make a drastic increase in classification ratings on shipments of trees and other horticultural products.

Also announced was the exciting new publication, "Technical Glossary of Horticultural and Landscape Terminology." This is a 112-page, hard cover edition containing more than 2100 horticultural and landscape terms and some 700 meanings of botanical names. Besides primary work of the Horticultural Research Institute, nine other associations cooperated in production of this publication. A 60-page National Landscape Association "Landscape Designer and Estimator's Guide" was also published this year.

A fifth association was added to the group, for which the AAN serves as the umbrella organization. This was the National Association of



Harold R. Nickel, left, outgoing AAN president, awards Norman J. Colman award to Dr. Neil W. Stuart, retiring this year from the USDA Agricultural Research Service.

Plant Patent Owners (NAPPO). Its mission is to protect and enhance the Plant Patent System. Other organizations are the HRI, NLA, and the Wholesale Nursery Growers of America.

Executive Vice President Bob Lederer was appointed to perhaps the most prestigious of all Capital groups, the Society for a More

Newly elected president of the AAN is Joseph Klupenger, Klupenger Nursery & Greenhouses, Inc., Aurora, Ore.



Recipients for advertising effectiveness awards are (from left): John D. Siebenthaler, The Siebenthaler Co., Dayton, Ohio; Ronald H. Swanson, Highland Landscape Co., South Bend, Ind.; Charles E. Black, Black's Nursery, El Paso, Tex.; William Harlow, Harlow Nursery, Tucson, Ariz.; and Itsuo Uenaka, Cupertino Nursery, Cupertino, Calif.



Beautiful Capital, Inc., an organization originated by Mrs. L. B. Johnson.

Awards were as follows: Dr. Neil W. Stuart, retiring from the USDA Agricultural Research Service after 35 years, received the Norman J. Colman award for his contributions to horticultural research; Sidney B. Hutton, Sr., West Grove, Pa., first U.S. nurseryman to package agricultural food products in cellophane for marketing and a pioneer in the nursery industry received the Hall of Fame award, highest awarded by the AAN; and Mrs. Eleanor B. McClure, Kirkwood, Mo., the '71 Garden Writer's award.

Eight retail nurseries received recognition for outstanding advertising programs. Named were: Highland Landscape Company, South Bend, Ind.; John Harlow's Nursery and Flower Shop, Tucson, Ariz.; Black's Nursery, El Paso, Tex.; Siebenthaler's Landscape Nursery, Dayton, O.; and Hicks Nurseries, Westbury, L.I., N.Y. Receiving honorable mention were: Cupertino Nursery, Cupertino, Calif.; Turner Brothers Nursery, West Long Branch, N.J.; and Sunnyside Nursery, San Anselmo, Calif.

## NAA Schedules Annual For Feb. 13 At Tampa

Annual meeting of the National Arborist Association will again be held at the International Inn, Tampa, Fla. Dates are Feb. 13-17, according to NAA President William P. Lanphear, Forest City Tree Protection Service, Cleveland, O.

Program for this '72 session includes data on the new Occupational Safety and Health Act and its effect on the commercial tree firm, use of pesticides within legal limits, and the economic outlook for commercial arborist businesses.

## Turf-Vac Announces Gravely Distributorships

Turf-Vac Corporation has announced that Gravely Division of Clarke-Gravely Corporation will sell its line of vacuum ground sweepers in the eastern half of the U.S.

Hugh H. Horrell, executive vice-president of Turf-Vac, reports that Gravely locations will be stocked with the new line of equipment in

time to serve the market during the fall season.

Turf-Vac headquarters at Long Beach, Calif.

## Florida Nurserymen Growers Plan Major Show

A major 3-day Florida industry event, Trade Show Bonanza, begins October 8 at Hollywood-By-The-Sea, Fla. An extensive education program is coupled with three days of trading and exhibit demonstrations. Interest in the show is reflected by sale of the entire 139 available exhibit areas three months prior to the event.

The show committee consists of Wendell Butler and Bert Kraft, Fort Lauderdale, Tommy Hofmann, Hollywood, and Louis Cayll, Miami, all members of the sponsoring group, the Florida Nurserymen and Growers Association.

The group reports that this '71 show will feature the greatest roster of foliage plant displays yet. Thousands of rare hardwood ornamentals will be exhibited in addition to an all time high number of supplier product exhibits.



# The Drip

What makes "The Drip" effective and the SAFEST way for weed control?

With ordinary sprays and mists, coverage is inconsistent and dangerous at best, especially in confined areas where flowers, shrubs and other foliage is vulnerable. But "The Drip" utilizes a continuous film dripped onto a roller to make application. This direct contact gives you positive control and superior coverage, and avoids drift of spray.

"The Drip" is available in 3 models for covering any area. A self propelled hand model, a model "101" pull-type as illustrated, or the King-size gang of three 101 units which covers a big 9-foot swath. Write today for literature and complete details. Rubber covered rollers are available for special applications. Pat. No. 3408149

**LAKES SUPPLY CO., INC.**  
P. O. BOX 101 • DUNDEE, ILL. 60118 • PHONE: 312-426-2211

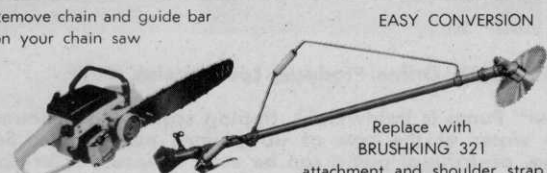
## NOW! TURN YOUR CHAIN SAW INTO BRUSHCUTTER IN MINUTES!



Cut underbrush, trees up to 9" dia. Clear weeds, grass with trimmer attachment. Unique design is fast, safe, easy to use from comfortable standing position. Fits all popular chain saws. Complete BRUSHKING units in 3 models also available. Now used by farmers, foresters, park and highway depts., landowners, utilities, contractors... for effective brush control **without chemicals.**

Remove chain and guide bar on your chain saw

EASY CONVERSION



Replace with BRUSHKING 321 attachment and shoulder strap

Request literature — dealer inquiry invited.  
ROWCO Mfg. Co., Inc.  
48 Emerald St., Keene, N. H. 03431  
Phone: (603) 352-5707

